

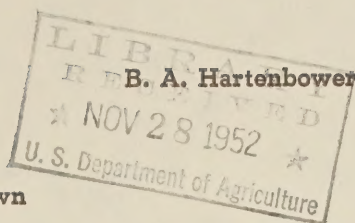
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G. C. Hartenbower



# Violet Treasure House

Opposite Post Office

Right Down Town

SPRINGDALE, ARKANSAS

Visitors Welcome

1 September 1952

Minimum order shipped \$5.00. Please add 50c to each order for Special Delivery charges, upon which we guarantee safe arrival. If not sent Special Delivery, we cannot assume such responsibility, as Special Delivery is the only means to insure prompt handling all along the way.

Plants shipped out of pots, soil sealed in sphagnum moss and waxed paper.

FREE GIFTS: One plant from Group 4, your choice, FREE with every \$10.00 or more order; two from Group 4 free with \$15.00 or more order; four from Group 4 free with \$20.00 or more order; five from Group 4 free with \$25.00 or more order; etc.

(WE APPRECIATE IT WHEN YOU INDICATE SECOND CHOICES)

\* \* \*

GROUP 1. NEWEST RELEASES. Plants \$2.00 or 3 for \$5.50. Leaves 50c. (Except where noted).

BRIDAL WREATH—a pale Geneva. Lovely.  
EVENING SUNSET—Pink overlay on blue. Brand new color tone.  
An Ulery masterpiece. Plant \$2.50; leaf \$1.00.  
FRINGED DOUBLE WHITE—a frilly double white; exquisite.  
GENEVA'S DAUGHTER—girl foliage. Broad, pale Geneva flower.  
INDIANOLA—a tu-tone orchid. Red-backed dark foliage.  
LADY GENEVA SUPREME—an Amazon Geneva; beautiful. Leaf 60c.  
RED PRINCESS—Ulerys consider this their nearest to true red to date. Splendid growth habits.

RUFFLED QUEEN—exquisitely fringed mulberry flower. Plant \$2.25. Either fresh-cut or already-rooting leaf \$1.00.  
SUNRISE SUPREME—this favorite in Amazon form. Leaf \$75c.  
SUPRITA—giant flowers in red class; very fine. Leaf 75c.  
TINTED GIRL—larger, more vigorous plant than Painted Girl.  
VIOLET BEAUTY SUPREME—'nuff said! Lovely. Leaf 75c.  
ULERY'S MINIATURE GIRLS (assorted)—just right for window sill. Mostly orchid and reddish tones. Fastidious beauties.

NOTE: Ulery's PINK WONDER not to be released until next Spring. We will have it.

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GROUP 1-A. STILL NEWEST RELEASES, but Plants \$1.50, or 3 for \$4.25. Leaves 50c. Cuttings on those marked "c" 75c.

c-APPLE BLOSSOM—huge white bloom; deftly, beautifully marked.  
c-BLACK RUBY—a good dark "red".  
c-CALIFORNIA DARK PLUM (LaJolla Plum; Plum Glory; California Red)—Waving, waxy foliage; magnificent plant. Many consider this the very best red to date. One you will want.  
c-DIXIE ROSE—more orchid than rose. Plant \$1.00; c. 50; leaf 35c.  
FANNY GIRL—nice red, with red in foliage; desirable.  
FRILLED BLUE DELIGHT—blue-marked white, daintily fringed. Lovely.  
c-GENEVA PINK—big flower; modified supreme foliage. We can see no difference between it and Fischer's Giant Rose Pink.  
GORGEOUS BI-COLOR GIRL—this favorite with lovely girl foliage.  
c-HELEN WILSON BOUQUET—a nice double orchid girl.  
HUGHES HOLLY—dark, distinctive foliage; orchid flower. Popular.

c-MRS. HUGHES RED—another good one in the red class.  
PINNOCHIO—lovely purple flower marked with white, some edged; ruffled foliage similar to Fringette foliage.  
PITTSBURGH GIRL—excellent miniature-type red girl.  
PORTLAND ROSE—a brand new color; a true cerise. You'll certainly want this new color in your collection.  
RED SWEETHEART—better-than-average new red. Not a girl type.  
RUFFLES AMAZON—very dark foliage, distinctive and outstanding. A best-seller. Large plants \$2.00; medium size \$1.50.  
TAFFETA—pale blush-orchid flower; foliage acquires a taffeta sheen with maturity.  
VIOLET BEAUTY GIRL—this favorite with lovely girl foliage.  
WINE VELVET—nice waving foliage; a good red flower.

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GROUP 1-B AND STILL NEWEST RELEASES, but Rooted Cuttings only, 75c per setting (few exceptions). Leaves 50c. Inasmuch as these are new and leaves have not been set long, attached plantlets are small and you should not try to divide them but should leave them attached to parent leaf for some time. It will be better if you will not ask for these to be sent you before last of October, to give them longer growing period. If you prefer fine large cuttings, wait until next spring to order them.

AURORA—a fringed Gorgeous-Blue-Wonder type; blue overlay.  
BALLERINA SERIES—actually just improved Fringettes:  
BALLET—fringed white  
BOLERO—fringed dark blue-purple  
CARROUSEL—fringed blue-lavender  
MINUET—fringed mauve  
POLONAISE—fringed medium-light blue  
SARABAND—fringed red-lavender  
BEGONA LEAF PINK—sort of thin foliage.  
BLUE KNIGHT—good medium-dark blue; darkish foliage.  
BRIDAL WREATH—an outstanding pale Geneva; lovely. \$1.00.  
About 3 plants per setting and ready to divide now.  
BRUSSELS SPROUTS—a real novelty. Flowers don't open but "head".  
CELESTIAL BLUE—good light blue; handsome plant.  
DUET—double tu-tone lavender.  
DOUBLE FRINGETTE DARK BLUE IMPROVED—at last a fully suitable mate for the lovely Double Fringette Light Blue. Fin.  
ENCHANTRESS (Fischer's)—large white; modified Supreme type.

FANCY FRANCES—purple girl, compact, with all flowers six and seven petaled; most attractive.  
FIREFLY—similar to Red Bi-Color.  
GRAND AWARD—huge double, royal blue. \$1.00. Leaf 60c.  
INDIAN CHIEF—deep purple; showy plant.  
PINK CHEER—deepest possible pink, cerise heart. First Prize winner at 1952 National. Most in-demand violet today. Some leaves produced only one plantlet, \$1.25; leaves producing more than one \$1.50. Cut leaf \$1.00. Stock very limited. Should be shipped late October to allow longest possible growing period.  
PINK FANTASY—Both this and Pink Cheer are sports from Fantasy and we believe they are identically alike, as Pink Cheer loses its very dark foliage in different light and soil conditions, while Pink F. foliage will become dark. Leaves only \$1.00.  
RADIANCE—Fischer's brightest red. Cutting 60c; leaf 40c.  
SUNSET PINK—very dark foliage; pinkish-orchid flower; prolific bloomer. Cutting 50c; leaf 35c. Few plants \$1.00.

Fresh-cut leaves only of these, 50c each:

BUTTONS-N-BOWS—compacy hybrid red girl; cute.  
CHRISTINA—very large pale blue, slightly ruffled; dark foliage; superior to America or DuPont No. 5.  
EL DIABLO—neat growth; good one in the red class.  
ENCHANTRESS (Orchard)—girl foliage; dark-tipped amethyst.  
FIVE DOTS—purple; white dot at tips of petals. Mate to the orchid Polka Dot. Leaf 40c.

MULBERRY GIRL—foliage becomes quite dark with maturity; lovely mulberry flower. Extremely popular.  
MY BEST GIRL—cute miniature girl with double red flowers.  
ORIENTAL—first prize winner at Philadelphia.  
SWEETHEART (Orchard)—orchid-red girl; heart-shaped flowers.  
SUNSET LANE—light orchid; handsome plant; by Carolyn Rector.  
TINKER BELL—cute little "irregular" girl; rosy flowers.

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GROUP 2. OUR FALL 1952 SPECIALS. Plants \$1.00; cuttings 60c; leaf 35c:

c-AZURE BEAUTY—double white, light blue markings.  
c-BLUE EYED BEAUTY—white, blue eye extending outward.  
c-DARK BEAUTY—double white, darker blue markings.  
c-DOUBLE FRINGETTE LIGHT BLUE—beautiful. Plant \$1.25.  
FANTASY—orchid splashed with purple. Cuttings only 50% true.  
c-GENEVA RAINBOW—orchid Geneva; red, white edging.  
GENEVA STAR—white; blue markings.  
c-GIANT ROSE PINK—Plants \$1.25.  
GYPSY—more compact than Pink Girl. Limited stock.  
IRIDESCENT—bright dark blue; quite large flowers.  
KAY'S QUILTED—Given "Rosette" at Chicago. Light blue. Easily overwatered; just "spit" on it. Small plants \$1.00.  
c-LACY GIRL—beautiful purple foliage, exquisitely fringed.  
MOM'S GIRL—cute plant; red; foliage light-green centered.  
MRS. EVELYN BANKS—excellent pink. No cuttings and \$1.00 plants will be small. Cannot keep up with demand on this.

c-ORCHID VELVET—huge deep orchid flowers; supreme type;  
c-PAINTED BALLERINA—very good; red; similar to My Lady Sue.  
c-PURITY, RAINBOW DOUBLE—the original double white.  
RED WAVES (Rosalie)—Silver Cup at Chicago. No cuttings now.  
c-ROSE MARIE—different dark foliage; true rose flower; a MUST. Just "spit" on this one too; easily overwatered.  
ROSIE O'GRADY—good pink. Limited stock; no cuttings.  
SNOW PRINCE—most magnificent white on the market; no cuttings.  
c-TEARDROP—miniature lt-blue dbl; cuttings small 50c; no plants.  
c-WHITE GIRL—white flower, color marked.  
WHITE LACE—blue eye; compact; small plants only; no cuttings.  
c-YELLOW-BROWN GIRL—white, inner area cream. Cuttings only \$1.00.

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LEAF STARTING is treacherous in Fall—not Nature's time. For success, use extra care. A glass over each is a simple precaution. A good Starter-Mix is 4 parts coarse vermiculite, 1 part sand and 1 part screened peatmoss, thoroughly mixed. Avoid a fine vermiculite; in time it packs. We prefer the coarse grade called Zonolite, obtainable at most lumber yards. Avoid any grade of vermiculite in potting soil, as through experimentation we have found even the coarse grade, in soil, will eventually disintegrate and pack.

( Turn over for more late varieties)



**GROUP 3. LATEST VARIETIES** (many spring 1952), Plants \$1.50, 3 for \$4.25; cuttings 60c leaves 35c. Described on February list.

- |  |  |   |   |
|--|--|---|---|
| c-APOLLO—Natl. prize winner.                               | GORGEOUS BLUE WONDER—Large flowers; every one's favorite.  | PINK DELIGHT—Exquisite. Also a small size plant at 60c.         | SAILOR'S DELIGHT—a favorite.                              |
| c-BLUE DELIGHT   | GROTEI—the climber or "hanger".                            | PINK SHEEN—rose overlay on white. A best-seller.                | SEA GIRL—luscious big dark blue double; our own favorite. |
| BLUE HEIRESS—outstanding.                                  | GYPSY ALMA GIRL  | PURITY NO. 2—large double.                                      | SNOW GIRL—pure white.                                     |
| BRONZE BI-COLOR  | HELEN WILSON—med. size \$1.00.                             | PURPLE DAWN   | SNOW LACE—more deeply cut foliage.                        |
| c-CARMEN   | c-INNOCECE—a favorite white.                               | c-PURPLE KNIGHT—a best purple. Red-back foliage; large flowers. | c-STAR GIRL—overlaid blue star.                           |
| c-CLEVELAND INDIAN—small 60c.                              | LADY CONSTANCE—purple                                      | c-QUEEN BETTY—white class.                                      | STAR SAPPHIRE—truly different.                            |
| CRAZY QUILT—Different. A MUST.                             | LUCKY LADY—blue edged.                                     | c-RNBW. DBL. ROSE—Strictly top!                                 | VELVET GIRL—very pansy-like.                              |
| CUSTARD CUP—lt. blue; white eye.                           | c-MAGNIFICO (DBL ORCHID BI-COLOR) Exceptionally beautiful! | c-RED LADY—one of Ulery's very best reds; holds its color.      | VIOLET GLOW—new color                                     |
| c-DBL. BLUE WARRIOR  | c-OPAL GIRL  | RED VELVET—mighty nice.   | ROSONNA JEWELL  |
| c-DBL. MENTOR BOY  | ORCHID BALLET—pointed girl foliage.                        | ROSE LADY (Orchid-Bi Boy; Red - edge White Boy)-lovely          | ROSONNA MAPLE   |
| c-DBL. ORCHID GIRL-Medium \$1.00.                          | c-ORCHID SUNSET—fine dbl. orchid.                          | c-ROSETTE GIRL—dark foliage; double orchid flower.              | ROSONNA MIDGET  |
| c-DBL. ORCHARD NEPTUNE—Every one should have this one!     | PAINTED GIRL—a favorite. Also, a few small plants at 60c.  | c-ROYAL GIRL—lovely cut foliage.                                | ROSONNA MOON  |
| c-DELIGHT (Dbl.) beautiful.                                | c-PETITE—dainty dbl. bright blue.                          | RUFFLED BEAUTY—beautiful girl.                                  | ROSONNA RIPPLE  |
| DENVER RED—girl foliage.                                   |  |   | ROSONNA ROYAL   |
| DUBONNET—fine semi-miniature. Medium - size plants \$1.00. |  |   | ROSONNA SUMMIT  |
| c-PANSY BEAUTY—dark tipped orchid.                         |  |   | ROSONNA SWIRL   |
|  |  |   | ROSONNA TROVE   |

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**GROUP 4. OLDER VARIETIES**, still tops. Plants \$1.00, 3 for \$2.75. Leaves 30c. No cuttings this Fall. NAME SECOND CHOICES.

- |                      |                           |                              |                            |
|----------------------|---------------------------|------------------------------|----------------------------|
| Blue Ohio Valley     | Fringettes—               | Lavender Beauty (huge bloom) | Purple Prince              |
| Blue Chard           | Dark Blue                 | Mentor Boy                   | Red Beauty                 |
| Blue Warrior         | Light Blue                | My Lady Elizabeth (blue)     | Red King                   |
| Bronze Girl          | Blue-Lavender             | My Lady Frances (purple)     | Saffron Red Boy            |
| Double Neptune       | Red Lavender              | My Lady Sue (red)            | Sailor Girl No. 1 (pale)   |
| Double Red           | Mauve                     | Norseman                     | Sailor Girl No. 2 (medium) |
| Diplotrica Amazon    | White                     | Orchid Velvet (large bloom)  | Snow Queen                 |
| DuPont Blue (medium) | Heavenly Blue             | Orchid Wonder                | Sunrise                    |
| DuPont No. 5 (pale)  | Lady Grace                | Pink Girl                    | Violet Beauty              |
| Forget-Me-Not        | Lavender Girl             | Pink Queen                   | White Cap                  |
| Gorgeous             | Lavender-Pink Princess    | Polka Dot                    | White Pixie                |
| Gorgeous Bi-Color    | Lavender Rosette (double) | Purple Girl                  | White Wonder               |
|                      | Lady Geneva               |                              |                            |

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EPISCIAS (E-pish-i-ah) gorgeous foliage. Most scarlet flowering. Some call these "hanging basket violet". Require light soil, mostly leaf-mold with little sand. Feed with Plant Marvel every week or two. Should be in every collection. Cannot stand low temperatures; will not be shipped after October 10. EXTRA FINE PLANTS 50c

CHONTALENSIS—narrow green foliage; blue flowering.  
 COCCINEA—dark bronze; silvery lt. green veins. Most popular.  
 DARK SPLENDENS—smooth; broad dark border with gleaming light green center and veins.

SPECIES NO 1—smooth; dark background, waxed green center.  
 SPECIES NO. 2—dark bronze, iridescent lilac midriff.  
 VIRIDIFOLIA—smooth Nile green foliage; best bloomer.

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MISCELLANEOUS PLANTS 50c each: Maranta (Prayer Plant; or Rabbit Track Plant)  
 Pothos (Devil's Ivy)  
 Trichosporum (Red Bugle Vine)-very light soil (just leafmold, moss, sand; feed Plant Marvel)  
 Begonias: Lettuce Leaf; Star; Watermelon; Double Rose in white, red, pink.  
 (Begonias require same soil as violets but are very easily overwatered; water little at time)

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FALL 1952 SPECIAL—Our selection, varieties in surplus at moment, fine named varieties, 50c each, plus \$1.00 per order for p.p.

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VIOLET SUPPLIES with plant orders only at these prices. If ordered separately, add 25c for packing and postage.

HYPONEX 10c and 25c sizes only.  
 PLANT MARVEL 35c; 80c; 1.30. We have found Plant Marvel the best food we have ever used. If you haven't used Plant Marvel yet on your violets, by all means try it. After 6 weeks, YOU BE YOUR OWN JUDGE!!  
 NNOR SPRAY 35c; \$1.10. Best spray for violets. Mix only 1 teaspoon in a cup of water, then mix that cupful into a gallon of water, room temperature. Set plant in this solution, being sure all foliage is completely covered, for 1/2 minute (count to 30), then remove plant and set it in shade to dry. For Mealy Bugs (resemble flecks of mold), dip every 10 days for three or four dippings, brushing foliage well with soft brush dipped in solution each time, to loosen eggs. For cyclamen mite, dip entirely first time for 1/2 minute; then every four days, spray heart of plant only, until the plant has been heart-sprayed 7 or 8 times, four days apart. Two teaspoons of NNOR per gallon of water is rather harsh on foliage and is not necessary; and if 2 tps. are used, after plant which has been dipped or sprayed, has set in shade for about a two-hour "insect-killing-period", foliage should be well rinsed off by the kitchen spray with water tempered to room-temperature. If 2-tsp. solution is not rinsed off, it will in time harshen foliage, if used frequently as mite-treatment requires. ALWAYS MIX A FRESH SOLUTION EVERY TIME YOU USE NNOR.  
 DIMITE \$1.10. For mites only—not for Mealy Bugs. Use 1 teaspoon per gallon of water—NEVER more. SPRAY PLANT ONLY—DO NOT DIP. Montague Free in his note-worthy book "All About African Violets" recommends Dimite for mites. One good spraying usually gets them. If you deem necessary, spray again in about a month.  
 AFRICAN VIOLET LETTERETTES—beautiful Gibson note stationery, 50c and \$1.00 boxes. (Add 10c for p.p. If ordered separately).

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POTTING SOIL. Get all plants, even gifts, into your own favorite potting soil that you are used to handling in your own home conditions. Dealers usually use a heavier soil, to ship in, than violets really like. They like lots of leafmold, which would loosen from roots during shipping. Experiment until you find a soil-mix that gives you success in your own home conditions and then use that mix exclusively. Beginners might start out with this mixture: 1-3 old leafmold (woods earth from oak or hard maple woods preferable); 1-3 sharp coarse sand; 1-3 old well-rotted cow manure, screened. Mix thoroughly, then bake at low temperature, about 180 degrees, until a medium-size potato worked down into the center of the soil mix, is done. A high temperature will burn out the humus in your mix. When the potato is done, aerate the soil by spreading it out for a few days—perhaps on clean newspapers. Help aeration by rippling your fingers through it. Then, to a bushel of soil mix, add a pint of bonemeal; and if you can obtain it, a pint of superphosphate and a quart of crushed charcoal. Be sure to put a good layer of drainage materials in the bottom of your pot—small stones; gravels; broken pottery. Water a newly-set-out violet very little, preferably from the top, and just enough to tantalize the roots—don't attempt to soak up all the soil. A newly-set-out violet is very easily overwatered, and remains so the first 2 or 3 weeks; because this new soil is very porous and holds too much water about the roots for too long a period. To offset this very porous condition, you just water less, each time, until the soil settles down to normal condition. IT IS VERY EASY TO OVERWATER A NEWLY TRANSPLANTED VIOLET! Have your soil all mixed and ready for your violets before they reach you. In a pinch, you can set plants out in Starter-Mix or even plain coarse vermiculite, for two or three weeks, giving them weekly feedings of Plant Marvel, and being careful not to overwater them, but at same time, never allowing roots to go into a state of drouth.

\* \* \*

JOIN THE NATIONAL AFRICAN VIOLET SOCIETY. The quarterly violet magazine you will receive is simply WONDERFUL! Send CHECK OR MONEY ORDER FOR \$3.00 TO:  
 MR. BOYCE M. EDENS; TREAS., AFRICAN VIOLET SOCIETY; 2694 LENOX ROAD N. E.; ATLANTA GEORGIA.

## Violet Treasure House

Right Down Town

Across from Post Office

SPRINGDALE, ARKANSAS



"THE MAIN STREET  
 OF NORTHWEST ARKANSAS"



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